

# **DeNA : Its Evolutionary History and Challenge to the Global Mobile Game Market**

April 2014

The logo for DeNA, featuring a stylized smiley face icon (:) followed by the letters 'DeNA' in a bold, rounded, sans-serif font.

# Company Overview

# DeNA Global Locations

Offices & game development studios around the globe



# DeNA's Brand Portfolio

## E-commerce



auショッピングモール



## Travel & Social

## Edutainment



## Entertainment



## Core Business (International)

### Social Game Platform



### Social Games



### Baseball

### Long-distance



# Number of Employees Worldwide

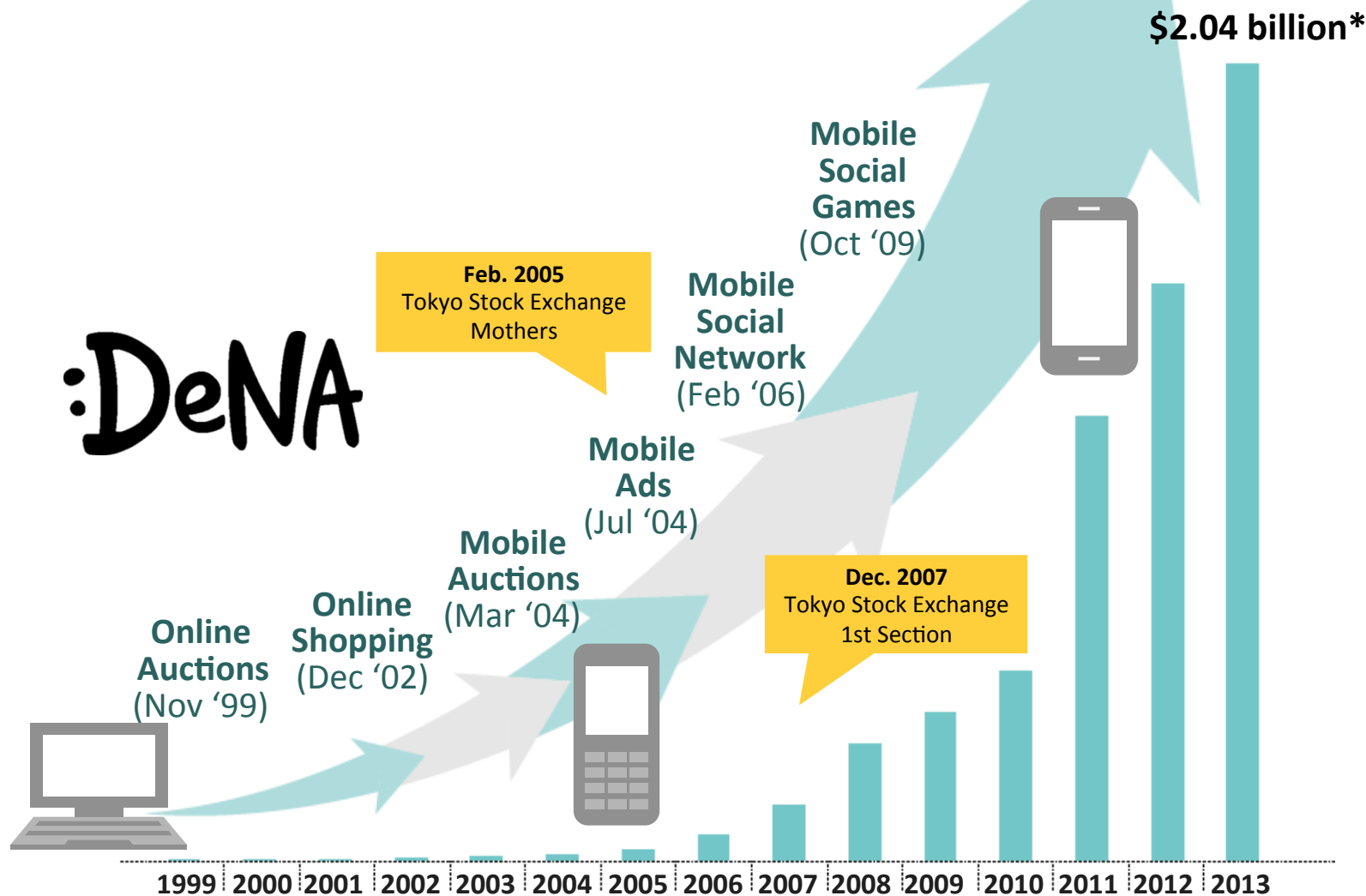
(Quarterly, consolidated)

+2,000



# DeNA's Annual Revenues & Growth Engines

(Fiscal year ended March 31)



\* Dollar values reported were translated at 99.13 Japanese yen per U.S. dollar, which was the Telegraphic Transfer Middle Rate (TTM) per the Bank of Tokyo-Mitsubishi UFJ as of May 7, 2013.

IFRS adopted from quarter ending June 30, 2012

# Mobage Overview

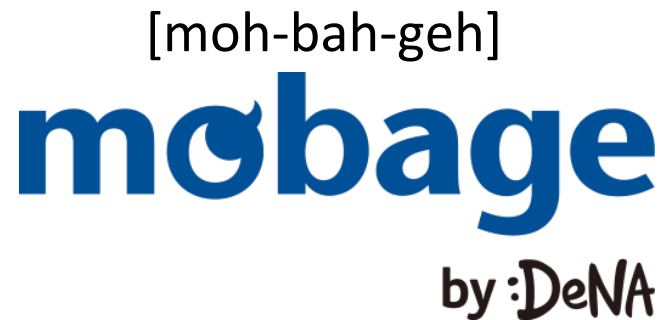
# DeNA's Core Business

Games that are:

- Freemium
- Mobile
- Social







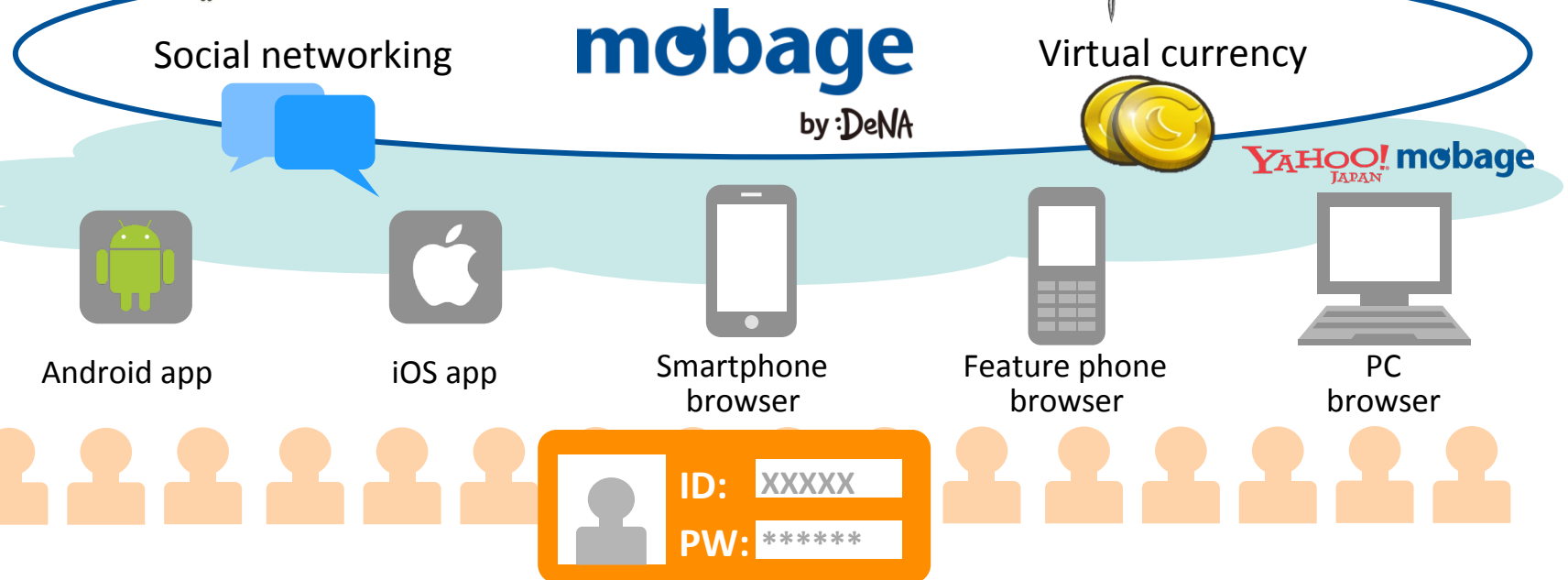
**Mobile social games platform**  
with **1,000+ freemium social games** and  
**50 million+ users** spending  
total of **\$2 billion+** annually  
on virtual goods in Japan

# Mobage Business Model in Japan

“Co-opetitive” Ecosystem

1<sup>st</sup>- & 2<sup>nd</sup>- party games  
(50+)

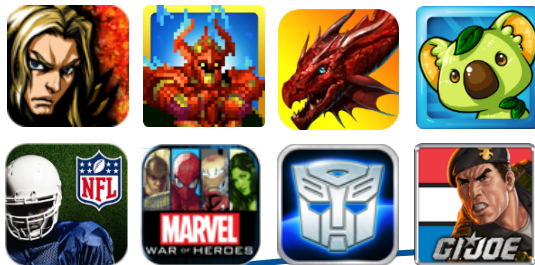
3<sup>rd</sup>-party games  
(1,000+)



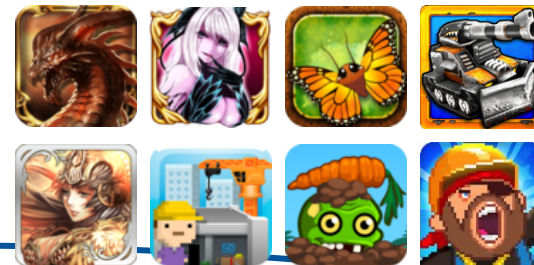
# Mobage Ecosystem

West/Greater China/Korea Platform

1<sup>st</sup>- & 2<sup>nd</sup>- party games



3<sup>rd</sup>-party games



Social networking



**mobage**  
by :DeNA

Virtual currency



Android App



iOS App



	ID: XXXXX
	PW: *****



# DeNA's Expansion to the West

# Key Acquisitions

Strengthening game development & platform operations



China  
July 2009



US  
October 2010



Vietnam  
September 2011



Chile  
October 2011

## DeNA Qualities

1. **Delight** – I always understand my customers' expectations and strive to exceed them.
2. **Surface of Sphere** – I represent DeNA and always act with a sense of responsibility.
3. **Be the best I can be** - I do my best at all times with the same mindset that I expect from my boss's boss.
4. **Transparency & Honesty** – At all times I communicate transparently and honestly, fulfilling my responsibility to the team.
5. **Speak Up** – I fearlessly and respectfully communicate.

# Top Grossing Rankings on US App Store & Google Play

#1 #1



Rage of Bahamut  
(Cygames)

#1 #13



Blood Brothers  
(DeNA)

#5 #2



Marvel: War of Heroes  
(DeNA/Marvel)

#9 #14



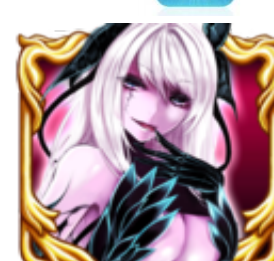
TRANSFORMERS Legends  
(DeNA)

#8 #33



Ninja Royale  
(DeNA)

#13 #29



Fantasica  
(Silicon Studio)

# Recent Successful New Businesses by DeNA



# DeNA's New Business

## Example 1: Showroom



- Virtual live show space for label-signed pop singers & idols
- Fans can post comments and throw virtual gifts (some paid)
- Gamified fan experience with special avatars and actions
- Available on PC browsers and as both an Android and iOS app
- Launched in November 2013

# DeNA's New Business

## Example 2: Manga Box

- Free manga magazine mobile app
- Exclusive titles by popular artists
- 30+ titles updated weekly
- Japanese/English bilingual text
- Monetized by printed & e-books
- Shin Kibayashi as Editor-in-Chief
- 2 million downloads in 1 month
- Launched in December 2013



# DeNA's New Business

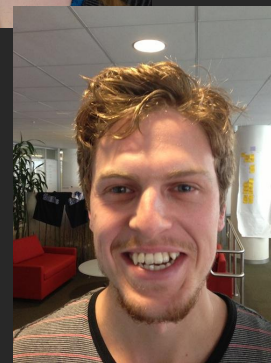
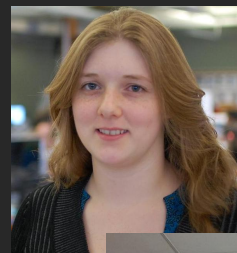
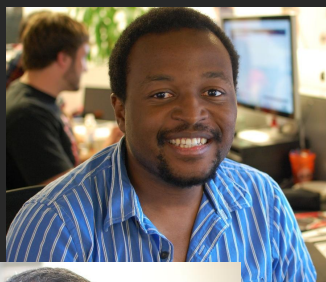
## Example 3: Applisemi

- Edutainment app for children in Japan
- Content produced by NHK Educational
- Also supervised by education specialists
- 980 yen (US\$9.6) / month subscription
- Launched in December 2013



If DeNA sounded interesting to you...

We are hiring! Go to [denajobs.com](http://denajobs.com)



Thank you!